

**Using Social Media for Such a Time as This  
Presentation by Betsey Davis  
Richmond District United Methodist Women  
November 11, 2107**

Ecclesiastes 3:11 NRSV

For everything there is a season...

**11 He has made everything suitable for its time;** moreover he has put a sense of past and future into their minds, yet they cannot find out what God has done from the beginning to the end.

Esther 4:14 NRSV

Mordecai's request of Queen Esther

14 For if you keep silence at such a time as this, relief and deliverance will rise for the Jews from another quarter, but you and your father's family will perish. Who knows? ***Perhaps you have come to royal dignity for just such a time as this.***"

and Charles Wesley Hymn "A Charge to Keep I Have" # 413 2nd stanza:

"To serve the present age, my calling to fulfill, O may it all my powers engage, to do my master's will."

1. A charge to keep I have,  
a God to glorify,  
a never-dying soul to save,  
and fit it for the sky.
2. ***To serve the present age,  
my calling to fulfill;  
O may it all my powers engage  
to do my Master's will!***
3. Arm me with jealous care,  
as in thy sight to live,  
and oh, thy servant, Lord, prepare  
a strict account to give!
4. Help me to watch and pray,  
and on thyself rely,  
assured, if I my trust betray,  
I shall forever die.

## **YouTube Videos from United Methodist Women:**

Unstoppable: Young United Methodist Women in Mission

<https://youtu.be/FXqsvQjOi3I>

Limitless: Redefine Tomorrow: A sect of United Methodist Women, Limitless started a few years ago to help younger girls and women ages 14-30 get involved in United Methodist Women in a way that fits their generation. Meetings are a key difference, Smith said. Traditional United Methodist Women meetings usually involve going to the church at a set time to engage with other women face-to-face. But Limitless meetings might be on Snapchat or Skype or FaceTime. Missions are very hands-on, such as feeding the homeless or bringing clothes to the needy, and they also engage specifically with issues that young women of their generation are passionate about: teen pregnancy, college life, bullying, maternal health, gender wage gap, globalization, multiculturalism and more.

[https://youtu.be/TIX3cbM8V\\_M](https://youtu.be/TIX3cbM8V_M)

Shaping Generations: United Methodist Women

<https://youtu.be/ELYy9wkSDKY>

A YouTube Video (2014) by Betsey Davis

How To Involve Young Women in UMW

Short Summary: Market interactive events such as: putting together health or layette kits, speaker on social justice and how they can help/serve. Offer food and childcare. Ask/invite them personally: have them come and sit with you,

Apply principles of programs that work: MOPS, offer to give child care and food, Facebook closed group, texts, learn twitter, Facebook, Snapchat and text them reminders, not just a grandma's club

Mentor young women: Titus 2 women, and hold an annual dynamic event,

<http://youtu.be/vU1WzbiDBAs>

**Virginia Conference United Methodist Resources:** a full two-page handout pdf on each of these 3 social medias:

<http://www.vaumc.org/ncfilerepository/umcom/FacebookBestPractices.pdf>

<http://www.vaumc.org/ncfilerepository/umcom/PinterestBestPractices.pdf>

<http://www.vaumc.org/ncfilerepository/umcom/TwitterBestPractices.pdf>

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Great Resource to communicate via email and text message: Flocknotes: free up to 40 people, after that, a small fee. <http://flocknote.com>

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Think outside the box. For example, could a circle be MOPS?

Be a role model grandma or mom to mentor.

Plan an elevator speech 30-60 sec true about umw and why you are passionate

Bathe everything in prayer

## Top 2017 Social Media Apps:

<https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/>

Facebook	2,070,000,000
YouTube	1,500,000,000
Instagram	800,000,000
Twitter	330,000,000
Reddit	250,000,000
Pinterest	200,000,000
Vine	200,000,000
Ask.fm	160,000,000
Tumblr	115,000,000
Flickr	112,000,000
Google+	111,000,000
LinkedIn	106,000,000
VK	97,000,000
ClassMates	57,000,000
Meetup	32,300,000

For Teens the #1 social media is Snapchat 79%, followed very closely by Facebook 76% and others. <https://www.statista.com/statistics/199242/social-media-and-networking-sites-used-by-us-teenagers/>

## United Methodist Communications Link:

<http://www.umcom.org/learn/how-to-give-your-churchs-facebook-page-a-facelift>

Since **Facebook remains the most popular social networking platform**, it can be an awesome way for your UMW to connect with your congregation, as well as to attract new members. **A Facebook page** is a great way to represent your UMW online and to point people toward other resources, such as your church website or your blog. Here are some ideas to keep your Facebook page updated and engaging:

### Freshen up your cover image

Make sure it reflects your church's UMW unique personality and is meaningful. Consider pictures showing emotion, or "action" images of people in mission or attending special events. You may want to highlight volunteers serving in the community. If your church grounds are particularly picturesque or you meet in an unusual or historic building, **consider a scenic picture of the church** itself. **Turn your cover image into a work of art**, and, most important, keep it fresh. Switch images often to maintain interest.

### Update your "About" information

Since Google and **Facebook Search** use content from your "About" information, it is vital that you complete all fields. In addition, create a description of your UMW that is full of **searchable keywords** so your UMW's information is easily found.

The Rev. Dan Wunderlich, a United Methodist extension minister, offers an excellent visual tutorial on **improving your church's Facebook page**. It includes excellent tips for:

- Editing your page title
- Creating a custom page URL
- Editing your profile/cover photo (or video)

After you optimize the basics, check out part 2, about **boosting Facebook interaction**.

Learn to:

- Add a Call-to-Action button
- Hide comments
- Turn “Visitor Posts” on/off
- Manage who can tag people in photos and videos
- Allow people to tag your church in photos
- Ban people from your page
- Add a reviews tab

Set an auto-response/away message.

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## **Ask Young Women to help you with Facebook Live to:**

### **1. Reach out to virtual visitors**

When planning a mission event, think about livestreaming as an opportunity to share the story of what your UMW is doing in the community. Is the UMW holding a clothing drive, packing meals for hungry families or completing home repairs for people in need? Using Facebook Live to talk about these efforts helps people see and understand the missions that your UMW cares about so they can get to know you better. An invitation to participate in mission work is a great way to welcome a new person into your UMW.

### **2. Inspire**

Busy schedules are a challenging part of mid-week ministry, but Facebook Live offers a chance to reach out with faith-building messages and words of encouragement. Messages such as these can also be helpful during times of inclement weather that may keep people at home. You can offer a time of meditation and prayer to reach people wherever they may be. Consider hosting a time of Bible study or peaceful Scripture reading and prayer, asking viewers to share their thoughts on the passage as well as prayer requests. Viewers can interact with each other by commenting on the video, building an online community of prayer and support.

### **3. Promote events and fundraisers**

Build some interest before your upcoming event through live promotions. Recruit an event organizer to talk about the event, show off giveaway items that participants will receive, discuss any information that will be helpful or offer some behind the scenes details — “Did you know it takes 3 hours to stuff 1,000 Easter eggs? Come and find them!”

The same concept applies to fundraisers. As you prepare for the event, whether it be a luncheon, auction, yard sale or chili cook-off, allow people to see the volunteers and the work they are doing to make the event a success. Also, spend some time discussing the specific ministry or fund that will benefit from the fundraiser.

Keep these promotions light-hearted and meaningful. You want people to have a desire to attend and support the event to not only enjoy themselves but to also see how their participation can make a difference in your church's mission work. On the day of the event, ask an event organizer to join you for a livestream to discuss an overview of the effort and share key moments.

#### **4. Encourage questions**

Often, people in your pews have questions about but they are not sure whom they should ask. Schedule a time for your UMW leaders to offer a question and answer session on Facebook Live. You can encourage people to ask general questions about UMW or spend the time focusing on a specific topic, such as membership, a certain ministry area or an upcoming mission event. Be sure to promote the opportunity so that you have plenty of viewers ready to ask their questions.

No matter what your subject matter, promote your livestream via social media posts, email news and in the bulletin so that your congregation will know to watch — and don't forget to ask them to share the live video with their friends to help build a wider audience. Your viewership may start small, but persistence, regular reminders and relevant video content will help your audience remember to tune in, and grow with you, online.

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